

# CREWE LYCEUM THEATRE

CHESHIRE'S LANDMARK EDWARDIAN THEATRE | THRILLING AUDIENCES SINCE 1911



## Deputy Marketing Manager

### Job Description Person Specification

June 2021

**Crewe Lyceum** is one of 11 venues within HQ Theatres & Hospitality's current portfolio of regional theatres and concert halls. **HQ Theatres** is the UK's leading regional theatre specialist and part of Trafalgar Entertainment. HQ Theatres currently manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. In 2019 HQT&H programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

**Trafalgar Entertainment** was co-founded by Sir Howard Panter and Dame Rosemary Squire in 2017 and is a premium international live entertainment business focused on new productions, the distribution of live-streaming innovative content and the provision of amazing spaces where people can come together to share in the experience of live entertainment. Trafalgar Entertainment is home to Trafalgar Theatre, Theatre Royal Sydney, Olympia Theatre, HQ Theatres & Hospitality, Trafalgar Theatre Productions, Trafalgar Releasing, Stagecoach Performing Arts, London Theatre Direct, Luke Shires Marketing, Jonathan Church Productions, Chiswick Cinema and More2Screen.

**Crewe Lyceum** Theatre is Cheshire's landmark Edwardian theatre with 677 seats and an elegant and comfortable auditorium which is in excellent decorative and operational order and has been thrilling audiences since 1911. Now operated by HQT&H, the Company has significantly invested in the fabric of the building from period frontage through to breath-taking Edwardian auditorium. The building now presents itself as a comfortable and pleasing entertainment complex in which to enjoy theatre, entertainment and hospitality. Working in partnership with Cheshire East Council, we have launched a new programme of Creative Learning, Engagement and Professional Development. Supporting our renewed focus on engagement this investment includes the transformation of the former English Touring Theatre rehearsal facilities into a brand new, multi-purpose 110 seat Studio to widen the reach of the Theatre's performance activities, outreach work and further develop our audience potential. More info at: [www.crewelyceum.co.uk](http://www.crewelyceum.co.uk)

- Employment type:** Full Time
- Salary:** c. £22,000 – £24,000 p.a. dependent on experience, ability and potential
- Hours:** 40 per week over 5 days out of 7, subject to variation, and will include evenings, weekends and Bank Holidays from time to time to meet business requirements.
- Work location:** You will be based at the Lyceum Theatre, Crewe and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.
- Purpose of the role:** The Deputy Marketing Manager manages campaigns, sales channels and activity, and manages the Marketing Department in the Marketing Manager's absence.
- Our ideal candidate:** We are seeking someone who is enthusiastic and passionate about developing successful and innovative marketing and sales campaigns for all aspects of Crewe Lyceum's business, including live performances, hospitality events, conferences, functions, creative learning and outreach activities. Our ideal candidate will have proven and demonstrable experience in maximising the potential for audience development, customer loyalty and brand recognition whilst helping to proactively and ambitiously drive forward Crewe Lyceum's national profile.
- Closing date:** **Thursday 24 June 2021 at 12noon**
- How to apply:** **Download and complete an application form from [www.crewelyceum.co.uk](http://www.crewelyceum.co.uk) and email your completed application form to [admin@crewelyceum.co.uk](mailto:admin@crewelyceum.co.uk)**
- Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board!**

## REPORTING

You will report directly to the Marketing Manager.

The posts you will line manage in this role, as required in the Marketing Manager's absence, include the Marketing Officer, Ticketing & Sales Team and Casual Marketing Staff.

In this role, you will also liaise regularly with the Theatre Director, Hospitality Manager and Creative Learning & Engagement Manager.

## KEY ACCOUNTABILITIES

### Strategic

- Working as part of a close-knit team, contribute to the achievement of the Lyceum's targets and business objectives, with particular reference of creation, management and administration of multi-channel marketing campaigns.
- Create and manage marketing campaigns for week-long productions, one night performances, Hospitality events, Creative Learning & Engagement activities and the Lyceum Restaurant in order to exceed sales and attendance targets.
- Think creatively and contribute new and fresh ideas to strategically inform the venue business plan and to exceed and sustain attendance, engagement and sales targets.
- As directed by the Marketing Manager, working across departments to create, contribute to and implement customer loyalty strategy to increase revenue and encourage customer retention.
- Take a lead role in the creation and management of a new and effective e-communications and digital strategy to support sales and audience development.
- Manage day-to-day running of social media channels, including creation of paid advertisements, liaising across departments for content and maintaining consistent voice across channels.
- Develop, implement and manage a venue press and PR strategy, including cultivation of new media partners, to maximise positive coverage for the Theatre and visiting productions.
- Create and implement show-related marketing strategies to increase group booking figures, via delegation to Ticketing & Sales Manager, Box Office or Group Sales staff, where appropriate.

### Operations

- Deputise as required for the Marketing Manager, including booking campaigns, managing department budget and directing Marketing team members.

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- As directed by the Marketing Manager, other related marketing department duties and responsibilities as required.
- Contribution as appropriate to achievement by the Marketing team to HQ Theatres & Hospitality customer service targets and standards.
- Manage outbound events, including bookings, visual merchandising and staffing
- Ensure the management of print and literature is kept relevant, up to date and is displayed in accordance with brand guidelines.

### Health & Safety

- Support managers in the dissemination, implementation and promotion of Company and local health and safety procedures and best practice.
- Act as venue Duty Manager / Responsible Person / Fire Marshall as required.

### Recruitment, Training and Development

- Assist, as required, in the effective management of recruitment and on-boarding in collaboration with senior management and the venue administrator, with the aim of always attracting and engaging the best available talent.
- Promote sharing of skills and knowledge.
- Undertake personal training and development relevant to the successful execution of the job role.

### Other Responsibilities

- Dress in accordance with Company uniform policy and wear protective clothing where issued and instructed.
- Attend and, if required, note take meetings as required.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities.

## PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

### Experience

- Demonstrable experience of working in a business to consumer environment.
- Digital campaign management skills, including Facebook.
- Evidence of ability to perform well as part of a team, and take on a project management role.
- Demonstrable experience of building and managing positive relationships with internal and external stakeholders.

### Skills

- IT literate incl. competency in Outlook, Word, Excel, PowerPoint, Publisher, etc.
- Experience of creating content for web, including emails and webpages within a CRM system.
- Digital campaign management skills, including Facebook advertising and Google Analytics.
- Creative and engaging writing style, with attention to detail and good proof-reading skills.

### Knowledge

- A pro-active and positive approach to problem-solving and managing competing deadlines.
- Demonstrable knowledge and active interest in live performance, arts and culture.

### Attitude

- A strong customer service focus and a genuine desire to deliver an excellent experience, every time.
- An independent self-starter who is eager to conceptualise, initiate and try out new ideas whilst reporting on the outcomes and sharing knowledge for the benefit of the wider business.
- An interest in career development progressing into a management role in the arts marketing sector.
- A 'can-do' attitude and a positive, flexible approach to the job role, work colleagues and peers.
- A presentable, professional and approachable manner which sets an example for others to follow.

### Qualifications

- Educated to degree level or equivalent.

### Desirable

- Demonstrable experience of working in a commercial theatre or arts marketing environment.
- Demonstrable experience with Google AdWords, Adobe InDesign and Adobe Photoshop.
- Demonstrable experience of content creation and video production for web and social media.
- Experience in cultivating, securing and managing sponsorship relationships.
- A full clean driving licence and access to own transport.